

ABSTRACT OF THE DISCLOSURE

When a print button of a customer display device has been depressed, a control unit of a cash register transmits to a digital copying machine print data of 5 details of a displayed advertisement and an application form for a commodity, thereby printing the details of the advertisement or the application form for the commodity. When a customer faxes the application form with necessary items filled in, the customer faxes the 10 content of the application form to a destination facsimile number stated on the application form by using a FAX apparatus. The data of the application form faxed by the FAX apparatus is received by a FAX server of a data center over a public line, converted 15 to image data, and transferred to an application form processing unit.